PROJECT NUMBER: 2304, 2305, 4015
PROJECT TITLE: New Product Development
PROJECT LEADER: B. G. Taylor, H. Maxwell, and W. G. Houck
PERIOD COVERED: February, 1988

I. MARLBORO/MARLBORO LIGHTS MENTHOL

A. **Objective**: (1) Develop Marlboro Menthol to appeal more to Salem smokers. (2) Develop a Marlboro Lights Menthol brand extension to appeal to Salem Lights smokers.

B. **Status**: Retail sales in progress since 2/1/88. Replicate POL and an HTI testing being remade. Plans call for shipping 4/1/88. Recent study results show promising areas for improving and stabilizing menthol-in-smoke deliveries. These include menthol blockers (carbowax), heat setting of highly mentholated filters before tobacco rod attachment, and supplemental menthol release during heat stress via the PVA encapsulation mechanism.

C. **Plans**:

Complete replicate POL's 2148, 2149 and HTI 1719	April/May '88
Monitor National Prod. Start-up (includes field pickups)	On-going
Special Studies	On-going

II. MARLBORO ULTRA LIGHTS

A. **Objective**: To develop 85/100 mm Ultra Low (6 mg) candidates for Marlboro line extensions.

B. **Status**: POL testing scheduled versus MUL 85 and 100. First make was unacceptable subjectively. Remake in progress.

C. **Plans**:

Complete POL testing with MUL	April '88
Test Market	4th Qtr.'88

III. PROJECT TRIM (Ultra Slim)

A. **Objective**: To develop 17 mm circumference/100 mm Ultra Slim product candidates.

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B. **Status**: POL testing with "milder" Trim candidates completed with satisfactory results. POL testing in progress with menthol and nonmenthol versions of a modified blend, casing, and A/C system. Ad/pack testing in progress with both menthol and nonmentholversions of the modified blend, casing, and A/C system. Test marketing of an ultra slim candidate has been delayed in order to incorporate low sidestream cigarette paper into the development Trim II). Candidates using the current filler and flavor systems are being developed. POL testing is planned.

C. **Plans**:

Current POL testing Reg. and Men.	Completed
Factory trial (Louisville)	
Trim I	Completed
Trim II - low sidestream	4/88
Factory start-up - Trim II	5/88
Test Market (Retail) - Trim II	7/88

IV. PROJECT ART

A. **Objective**: To investigate methods to decrease the nicotine content in tobacco. To develop full-flavored, ultra low, and light products using the low nicotine tobacco products.

B. **Status**: Prototype development continues with emphasis on 8, 11, and 16 mg. Regular and Menthol models - 85 and 100 mm. Product development emphasis is on Merit and Marlboro Lights prototypes. Extended use testing in progress with nicotine add-back. Blend/blend component and AB level studies in progress. Product development direction/recommendations being formulated.

C. **Plans**:

Blend development/evaluation	On-going
Product/flavor development	On-going
Product development recommendations	1st Qtr. '88
Test Market	4th Qtr. '88

V. PROJECT EXTRA

A. **Objective**: The development of 4-8 mg product candidates that have the subject taste of product with twice the tar.

B. **Status**: Mapping studies complete with paper/CA candidate. CR chemical research and evaluation continues for possible new/enhanced flavor systems. Filter flavor work continues to increase flavor impact and/or modify existing flavors. Low density cigarette models made using ART filler completed. Puff-by-puff profiles in progress with Extra prototypes and commercial brands.

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C. **Plans**:

Sensory Mapping	On-going
Flavor development/screening	On-going
Prototype Development/evaluation	On-going

VI. ALPINE

A. **Objective**: To develop generic-value entry brand extensions of the Alpine menthol cigarettes in KS and 100 mm full flavor and lights versions.

B. **Status**: The specifications have been generated using Marlboro Menthol full flavor and lights with mentholated foil as a guideline. MB-4 blend will be used for initial factory start-up. The specification for the 100 mm full flavor cigarette is a new cigarette design.

C. **Plans**:

Factory start-up	week of 3/7/88
National introduction	April 1, 1988
Blend development (replace MB-4 with low-cost blend)	On-going

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